



Voluntary Report - public distribution

Date: 6/4/2001

GAIN Report #MX1075

Mexico

Product Brief

The Mexican Market for Pet Foods 2001

Approved by:

Chad R. Russell

U.S. Embassy

Prepared by:

Alfredo Gayou

Report Highlights: Mexico is an excellent market for US pet food products: from 1997 to 1999, US pet food exports (dog and cat food) to Mexico climbed from US\$ 41 million to US\$ 63 million, a strong growth trend that is expected to continue in the foreseeable future (NOTE: Export statistics sourced from US Bureau of Census Trade Data). Most pet food products are sold through retail outlets, although some are distributed through veterinarians or pet care centers. The biggest obstacle facing US exporters of pet food is the lack of awareness among many Mexican pet owners about the nutritional/health benefits of feeding their pets commercially prepared pet foods.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Mexico ATO [MX2], MX

This report is for informational purposes only to assist exporters of US produced food and agricultural products in their sales and promotional efforts in Mexico. The data in this report were collected from local trade and government sources and are not necessarily official US Department of Agriculture (USDA) data. While every effort has been made to provide an accurate list of contacts, telephone and fax numbers change frequently in Mexico. Also, there may be other qualified firms in Mexico and the United States, and their exclusion from any lists or directories is unintentional. Neither the US Agricultural Trade Office (ATO) or the USDA endorses any firm contained herein. US exporters should take normal commercial cautions when dealing with any potential importer, including checking credit references.

1. PRODUCT DEFINITION

The products included in this report are pet foods. These products are in Sub-chapter 23.09 of the Mexican Tariff System.

2. MARKET SIZE

Production

There are no official data on Mexican production of pet foods. However, based on contacts with trade associations and other business sources, production estimated in dollar terms increased from US\$ 94.0 million in 1997 to US\$ 193.9 million in 1999. See table 1.

Table 1
MEXICAN PRODUCTION OF PET FOODS, 1997-1999
(US Million Dollars; Thousand Tons)

	1997		1998		1999	
	US Dls.	Tons	US Dls.	Tons	US Dls.	Tons
Production	94.0	355.7	179.5	712.0	193.9	769.0

Source: Seccion de Fabricantes de Alimentos Balanceados para Animales-CANACINTRA, trade contacts and own estimates.

All dollar values used in reporting Mexican data were calculated according to the average exchange rate of the peso against the dollar for each year: 7.9, 9.2 and 9.7 pesos per one US dollar for 1997, 1998 and 1999, respectively.

Imports

Mexican imports of pet food increased from US\$ 39.7 million in 1997 to US\$ 51.2 million in 1999. The import figures for 1999 are from January to October. See table 2.

Table 2
MEXICAN IMPORTS OF PET FOODS, 1997-1999
(US Million Dollars; Thousand Tons)

Import Code Numbers	1997	1998	1999a
---------------------	------	------	-------

	\$	Tons	\$	Tons	\$	Tons
2309.1001-Pet foods for dogs and cats prepared for retail sales	38.7	63.6	58.0	100.0	50.5	86.1
2309.9004-Mixtures, preparations or organic for ornamental fish	1.0	0.1	0.8	0.2	0.7	0.1
Total	39.7	63.7	58.8	100.2	51.2	86.2

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade)
a-January - October 1999 figures

US Exports To Mexico

Table 3
US PET FOOD EXPORTS TO MEXICO, 1997-1999
(US Million Dollars ; Thousand Tons)

Import Code Numbers	1997		1998		1999a	
	\$	Tons	\$	Tons	\$	Tons
2309.1001-Pet foods for dogs and cats prepared for retail sales	38.3	63.0	57.0	99.5	49.8	85.8
2309.9004--Mixtures, preparations or organic for ornamental fish	0.4	0.1	0.6	0.1	0.3	0.1
Total	38.7	63.1	57.6	99.6	50.1	85.9

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade) a- January - October 1999 figures.

In a random retail and specialized-store check conducted in the Mexico City Metropolitan Area, the following pet foods suppliers/brands from the United States were identified: DOG FOOD: Friskies Pet Care Co. (Alpo, Mighty Dog), Heinz Pet Products (Award), Ralston Purina (Purina Care, Puri Carne, Kibbles and Chunks), Eukanuba (Procter & Gamble), Simmons Food Inc. (Happy Dog), Waltham (Pedigree), Price Club (Canine Club); Kal Kan Foods Inc. (Pal), Farmland Industries Inc. (Eat ém -Up, Right); Pet Products Plus, Inc. (Royal Canin), Pro Vision (Pro Plan); CAT FOOD: Litter-Purrfect (Litter-Purrfect), Heinz Pet Products (9 Lives), Ralston Purina (Cat Chow), Friskies Pet Care Co. (Friskies, Chef's Blend, Ocean Fish Flavor, Gourmet Flavor), Sheba Inc. (Sheba), Hill's Pet Nutrition Inc. (Hill's Science Diet); PET SNACKS: Ralston Purina (Cat Chow Snacks, Beggin Strips, Bonz, T-Bonz), Heinz Pet Products (Pup Peroni, Jerky Treats, Canine Carry Outs); FISH FOOD: The Wardley Corp. (Guppy flakes, Floating/sinking pellets), Aquarama (Flakes for tropical fish).

Other Foreign Competitors

Official Mexican import statistics listed 11 other countries as exporting pet foods to Mexico during the 1997-1999 period. Export sales, by principal countries, and their respective market shares are listed below. See table 4.

Table 4
MEXICAN IMPORTS OF PET FOODS BY COUNTRY, 1997-1999
(US Million Dollars; Percentage)

COUNTRIES	1997	1998	1999a
United States	38.7	57.6	50.1
Percentage Market Share	97.5	98.0	97.9
Canada	0.3	1.0	0.7
Percentage Market Share	0.8	1.7	1.4
Germany	0.5	0.2	0.3
Percentage Market Share	1.3	0.3	0.6
Other	0.2	0	0.1
Percentage Market Share	0.4	0	0.1
Total Market Value	39.7	58.8	51.2
Total Market Share	100.0	100.0	100.0

Source: Banco Nacional de Comercio Exterior-BANCOMEXT (National Bank of Foreign Trade) a-January-October 1999

Domestic Consumption

Table 5
MEXICAN PET FOOD CONSUMPTION, 1997-1999
(Thousand Tons)

	1997	1998	1999
Production (1)	355.7	712.0	769.0
Imports (2) (a)	63.7	100.2	86.2
Exports (2) (a)	14.6	6.6	8.3
Consumption	404.8	805.6	846.9
Imports as percentage of consumption	15.7	12.4	10.2

Sources: (1)- Seccion de Fabricanes de Alimentos Balanceados de CANACINTRA

(Balanced Feed Manufacturers Section of the National Chamber of Manufacturing Industries) and own estimates

(2)- Banco Nacional de Comercio Exterior-BANCOMEXT

(a)- Estimated annual figures for 1999

3. DOMESTIC COMPETITION

The Mexican pet food industry is composed of approximately 15 companies, including large and small firms. Some of the companies/brands present in the marketplace include: Agribrands Purina Mexico, S.A. de C.V. (Dog Chow, Field Master, Crecilac, Campeon, Cat Chow, Gatina, Api Can), Effem Mexico Inc. y Cia. S en C. de C.V. (Whiskas, Frolic, Optimum, Pedigree), Aceitera La Junta (Total Nutrition, Ascan, Especial), Malta Cleyton (Ganador), Grupo Agroindustrial Los Belenes (Los Belenes), Nutrimentos Alba (Sultan), Laboratorios Andoci, S.A. de C.V., Petcomex, Industrias Aqua-Pet. Some supermarket chains have their own brands such as: Sumesa (Sumesa) Wal Mart (Ol Roy) and Comercial Mexicana (Marca Propia).

There are 360 registered producers of animal feed in Mexico, of which only 15 are specialized in pet foods. Installed production capacity for balanced feed, in general, was 26 million tons in 1998 and local producers reported that they are utilizing 66 percent of their installed capacity.

Mexican pet food production has increased rapidly in recent years, but still represents a small percent of total balanced feed production. In 1996, it represented about one percent and increased to approximately

five percent of total balanced feed in 1999.

4. IMPORT REQUIREMENTS

Tariffs

Mexican import duties are classified according to the Standard International Harmonized System, as established under the provisions of the North America Free Trade Agreement (NAFTA). Sub-Chapter 23.09 (Preparations of the type used for animal feeding) includes the products for this report.

Dog/cat food, available for retail sale (2309.1001) is included in the 10 year phase out period, and will reach zero duties on January 1, 2003. During 2000, this product is levied with a three percent duty which will decrease one percent, each year.

In addition, Mexico has a fifteen percent value-added tax (VAT, or IVA in Spanish). Mexican Customs collect the VAT on foreign transactions upon entry of the merchandise into the country. Mexican Customs used to charge a nominal customs processing fee of 0.08 percent. However, as of July 1 1999, it has been eliminated as part of the NAFTA agreement. The following example illustrates how these duties are calculated as compared to locally produced item.

	Imported Products	Domestic Products
F.O.B. Invoice value	\$100.00	\$100.00
Ad-Valorem duty (6 percent)	<u>6.00</u>	<u>N.A</u>
Sub-total	\$106.00	\$100.00
Value added tax (15 percent)	<u>15.90</u>	<u>15.00</u>
Total	\$121.90	\$115.00

Customs brokers use this total figure to calculate their fees, which are usually are 0.5 percent, plus any storage and handling fees.

The basic Mexican import document is the Pedimento de Importacion (customs entry document), which must be presented to Mexican Customs together with the commercial invoice in Spanish and a bill of lading. Products qualifying as "North American" must be accompanied by the NAFTA certificate of origin to receive preferential treatment. This is issued by the exporter and does not have to be validated or formalized. Mexican Customs Law is very strict regarding proper submission and preparation of customs documentation. Errors in paperwork can result in fines and even confiscation of merchandise as contraband. Exporters are advised to employ competent, reputable Mexican importers or custom brokers.

Health Certificate and Non-Tariff Requirements

Under NAFTA, Mexican pet foods imports do not require import permits. However, pet foods exports

to Mexico are subject to a Sanitary Certification and inspection by the Sanitary Qualification Office of the Health Ministry as published in the Diario Oficial (Official Gazette) on August 29, 1994. This certificate is secured after presenting a Sanitary Statement (Constancia Sanitaria) from the exporting country's respective sanitary authorities or a FDA-certified laboratory declaring that the products, identified by production lot, are safe and fit for consumption; indicating their physical-chemical analysis; microbiological analysis; and if applicable, specific analysis; country of origin and expiration date. If this sanitary statement is not available, then it is necessary to present the above mentioned documents individually plus the following: certificate of origin and a certified letter stating that those items are sold freely in the country of origin.

On July 21, 1999 the Mexican Government, through the Secretaria de Agricultura, Ganaderia y Desarrollo Rural-SAGAR (Secretariat of Agriculture, Livestock and Rural Development) published a new proposed rule (PROY-NOM-060-ZOO-1999) which would prohibit the use of imported rendered products in animal feed from countries with BSE or scrapies, or unless treated at high temperature and pressure. This ruling would apply to domestic and imported products. There has not been a final ruling on the proposed changes and negotiations between government and manufacturers were still taking place as of early 2000. It is likely some changes will be incorporated into the new norm, although it is not certain to what extent it will be modified. The final rule (when published) becomes effective 60 calendar days from the date of publication. However, high-temperature plants will be given two years to comply. These plants must present to SAGAR, within six months, definite plans to make the modifications required to comply with this rule.

Labeling

Imported products to be sold at retail must be labeled according to Mexican government specifications. Some U.S. suppliers choose to develop special packaging for the Mexican market. At a minimum, a label must be affixed to each package of the imported product prior to entering the country. All the information on the label must be in Spanish and must include the following data:

- Commercial/brand name
- Producer's name and address
- Exporter's name and address
- Country of origin (i.e., Producto de EE.UU.)
- Importer's name, address and RFC number (taxation number)
- Product description in Spanish
- Product description in English
- Preparation and handling instructions
- Net weight in metric units
- Date of expiration
- Ingredients
- Special warnings (if any)

US companies must have a Mexican importer or a representative registered with the Secretary of Finance and Public Credit (SHCP) in order to export to Mexico.

Cargo Unloading, Transport and Storage Fees

Cargo unloading fees vary depending on the weight, number of pieces, type of merchandise and location. These fees are usually charged according to pre-established tables. However, whenever possible, shippers should compare prices between service providers. In general, cargo unloading fees in Mexico are slightly higher than those in the United States for comparable services.

Trucks are the most reliable method of delivery within Mexico, accounting for approximately 60 percent of cargo volume. Trucking companies cannot bring merchandise directly from the United States to Mexico. A U.S. trucking company drives the shipment to the border and transfers its trailer to a Mexican rig. The best way to ship by truck is to use an internationally bonded carrier that has relationships with Mexican carriers. Mexican trucking companies generally determine their fees by mileage or distance, weight and type of merchandise. Practically all transport companies freight forwarders offer a basic insurance plan which cover transport and handling of cargo. When selecting a transporter it is recommended to check their claim history and complaints they might have received. While shippers will find that truck transportation is more expensive than "Container in Flat Car" (COFC) or "Trailer Flat Car" (TOFC), in general, transport fees are lower in Mexico by as much as 10 percent.

Warehousing costs vary depending on the space required and any specific product needs, such as refrigeration. Warehousing fees follow general market trends of supply and demand; however, it is advisable to compare prices, facilities and reputation, and negotiate before contracting. Average warehouse rental fees in Mexico City are around US\$3.60 per m², per month; US\$ 3.00, per m², per month in the Guadalajara area and approximately US\$ 3.20 per m², per month in Monterrey and surrounding areas. In-bond storage facilities are a popular storage method used by exporters by which duties are paid on the items stored until they are released from the facility for distribution in the market. Any merchandise placed in a warehouse should be insured. A basic insurance policy can be secured from the warehouse administrator or a more comprehensive policy from a private insurance company.

5. WHO BUYS IMPORTED PRODUCTS IN MEXICO

The Mexican Canine Federation estimates there are approximately 20 million dogs in Mexico, of which 12 million, or 60 percent, receive specialized veterinarian care. On the other hand, there are approximately 13.5 million cats of which only 10 percent receive veterinarian care. These are the pets which are estimated to belong to an owner, and receive food and medical care.

Mexican consumers like American products and they recognize most US brands and associate US made products with high quality and value. However, not all segments of the Mexican population have the purchasing power and disposition to buy imported goods. This is particularly true for some US pet food

products, which tend to be expensive compared to alternate feedings methods (i.e., table scraps, etc.)

6. DISTRIBUTION OF PRODUCT IN MEXICO

The importation of pet foods into Mexico is done primarily by local representatives of US companies and distributors. Pet food products, which are sold largely at the retail level, benefit from the national coverage developed by the major retailers. Some pet food products are also distributed through veterinarians or pet care centers.

The retail market is composed of supermarket chains and convenience stores. The leading organizations in this sector are: Gigante, Comercial Mexicana and Grupo Cifra, which have national coverage and are comparable to similar establishments in the United States. There are also a series of smaller chains and convenience stores with regional coverage, which are very strong in their regions and also represent an important market segment. In total, there are approximately 3,239 retail stores throughout Mexico (1,294 retail chains and 1,900 convenience stores).

At the national level, Cifra, Comercial Mexicana, Gigante and Carrefour are the most important retail chains. At the regional level, Organización Soriana, Grupo Chedraui and Casa Ley are the leading organizations. See table 7.

Competition at the retail level in Mexico is critical and the majority of all pet food sales are through supermarkets. However, only some of the retail chains are set up to import directly. This system of indirect purchasing or buying through local distributors/representatives is expected to somewhat change over the next few years, but currently is the dominant business practice. Only a few of the major retailers import directly from producers. The following retail organizations-- Gigante, Cifra, Comercial Mexicana, Soriana, CasaLey, Carrefour and 7/Eleven-- have organized their own distribution centers and are importing directly, at least to some degree.

Table 7
MEXICAN RETAIL SECTOR BY PRINCIPAL UNITS-1999

(Companies and Number of Units)

ORGANIZATION NAME	NUMBER OF UNITS
Gigante	184
Tiendas Gigante	117
Bodegas Gigante	40
Super G	26
Grupo Cifra	191
Bodegas	63
Sam`s	34
Wal-Mart	27

Aurrera	33
Superama	36
Comercial Mexicana	<u>158</u>
Comercial Mexicana	81
Bodegas	26
Megas	14
Price	16
Carrefour	<u>17</u>
Government stores	<u>226</u>
Northern Mexico	
Casa Ley (State of Sinaloa)	<u>80</u>
Soriana (City of Monterrey)	<u>74</u>
Gulf States	
Chedraui (State of Veracruz, Tamaulipas, Quintana Roo)	<u>47</u>
Mexico City	
Sumesa - (Comercial Mexicana)	<u>17</u>
Retail Stores - SUBTOTAL	<u>688</u>
Convenience Stores	
Cadena Comercial OXXO	<u>748</u>
Seven Eleven	<u>237</u>
Convenience Stores SUBTOTAL	<u>1,900</u>
GRAND TOTAL	<u>2,551</u>

Source: ANTAD; and own estimates

The four leading retailers in Mexico (Wal-Mart, Comercial Mexicana, Gigante and Soriana) will invest US\$ 787.2 million to open 94 new outlets during 2000. The large US retailer, HEB, has announced that they will open 35 additional stores in Mexico in the next five years. The company already has five stores in Monterrey in the state of Nuevo Leon, will and shortly open an outlet in the city of Saltillo, Coahuila. The new stores are planned for the states of Tamaulipas, Chihuahua, San Luis Potosí, Aguascalientes and Guanajuato.

US firms wishing to penetrate the Mexican market should have a locally based distributor/representative in order to establish a successful business relationship with domestic buyers and authorities.

7. TRADE EVENTS AND SPECIALIZED PUBLICATIONS

Trade events

The leading trade event for dogs is EXPOCAN, organized annually by the Federacion Canofila Mexicana. In 2000, it will be held in Guadalajara from August 4-13 at Expo-Guadalajara. There are many other

events held in Mexico by different breeders associations which include national and international competitions.

The most important exposition for cats is the event held December 17, 2000 at the World Trade Center.

Specialized trade publications

There are several trade magazines related to pet foods that circulate in Mexico. The leading publications are: "Perros, Pura Sangre," published monthly by the Federacion Canofila Mexicana, contact: Gianfranco Pontecorvo, Advertising Director, Tel: (011)(52)5358-9522; Fax: (011)(52) 5358-9191; "Mascotas Felices," published monthly by Editora Cinco, Tel: (011)(52)5687-1586, Contact: Ms. Guadalupe Pardo Aguirre; and "Hablando de Mascotas," published by Impresores Alvarez, Tel: (011)(52)5370-2206 and 5379-9804, Contact: Ms. Dolores Carrera Lopez.

Some of the leading general business publications in Mexico are: "**Business Mexico**," published monthly in English by the American Chamber of Commerce of Mexico-tel: 011(52) 5724-3800 ext. 3335, fax: (52) 5703-2911, contact: Ms. Diane Hemelberg de Hernandez, Editor or Ms. Cristina Bustos, Advertising Dept.; and "**MB**," published monthly in English by Hemisphere Publishers Group Inc., contact: Ms. Lorena Jimenez, Advertising Director, tel: (011)(52) 5540 7977 and fax: 5202 8478.

8. KEY TRADE CONTACTS

The US Agricultural Trade Office (ATO) in Mexico carries out a variety of services geared to helping both first time and seasoned US exporters sell and promote their products in Mexico. The ATO provides background information on many aspects of the Mexican market and suggests strategies which US firms and associations might follow in evaluating their product's sales potential. In Mexico there are a number of non-profit US commodity groups and trade associations that work with the ATO to develop and service the Mexican market. The marketing consultant group, Grupo PM, represents the US Pet Food Institute in Mexico. They are dedicated to developing the Mexican market for US pet food products. Contact information for both offices is listed below.

GOVERNMENT, ASSOCIATIONS AND CHAMBERS

US Embassy

Agricultural Trade Office-ATO, USDA

Jaime Balmes8-201

Col. Los Morales Polanco

México 11510

México

Tel:(011)(52)5280-5291, 5280-5277, 5281-6586; Fax:(011)(52)5281-6093

<http://www.atomexico.gob.mx>

Contact: Chad R. Russell, Director

Grupo PM

Mercurio No. 24; Col. Jardines de Cuernavaca
62360 Cuernavaca, Morellos
Tel.: (011-52-7) 316-7370
Fax: (011-52-7) 316-7369
E-mail: grupopm@grupopm.com
Contact: Luis Moreno, Director

Animal & Plant Health Inspection Service-APHIS; USDA

Sierra Nevada 115
México D.F. 01100
México
Tel: (011)(52) 5520-4444; Fax: (011)(52) 55540-5701
Contact: Elba Quintero; Director

National Renderers Association

Jaime Balmes 8-201; Col. Los Morales Polanco
México 11510
México
Tel: (011)(52) 5281-6080; Fax: (011)(52) 5281-6085
Contact: Dr. Alberto Celis, Director

Secretaría de Comercio y Fomento Industrial- Dirección de Normas

(Ministry of Commerce and Industrial Promotion; Quality Norms Office)

Puente de Tecamachalco 6; Lomas de Tecamachalco
Edo. México 53950
México

Tel: (011)(52) 5229-6100-X4158; Fax: (011)(52) 5729-9300/4121

www.secofi.gob.mx

Contact: Lic. Jorge Hernández, Dirección de Normas

This is the office of the Ministry of Industry and Commerce which creates the norms on quality and labeling.

Secretaría de Agricultura, Ganadería y Desarrollo Rural

Dirección de Salud Animal

Recreo 14-12

México D.F. 03230

Tel: (011) (52) 5534-1131; Fax: (011) (52) 5533-2320

Contact: Dr. Angel Omar Flores, Director
Office of the Ministry of Agriculture and Livestock which regulates animal health.

Secretaria de Comercio y Fomento Industrial -Informacion Comercio Exterior (Ministry of Commerce and Industrial Promotion-International Trade Information Office)

Alfonso Reyes 30-PB
Col. Hipódromo Condesa
México D.F. 06710

Tel: (011)(52)5229-6100-X3395 & 4949; Fax: (011)(52)5229-6529/30
www.secofi.gob.mx

Contact: Rocio Ruiz Chavez, Director

This office of the Ministry of Industry and Commerce provides general information related to NAFTA.

Federación Canofila Mexicana, A.C. (Mexican Canine Federation)

Zapotecas 29
México D.F. 14000
México

Tel: (011)(52)5655-9344, 5655-9330; Fax: (011)(52)5655-7362
<http://www.perros-purasangre.com.mx>

Contact: Dr. Fausto Reyes, Administrator

Unión Comercializadora Industrial y de Servicios Alimenticios Animales, S.A. de C.V.- Grupo Amascota

(Industrial and Services Trade Association of Animal Feeding)
Watteau 70

Col. Nonoalco - Mixcoac
México D.F. 03700

Tel: (011)(52)5563-4600,5563-4682; Fax: (011)(52)5563-4881, 5611-2387

Contact: Lic. Cipriano Bermejo, Secretary

This one of the three leading trade associations which represents domestic manufacturers of balanced feed.

Asociación Nacional de Fabricantes de Alimentos Pecuarios Balanceados

(National Association of Producers of Livestock Balanced Feed)

Paseo de la Reforma 107-7

Col. Revolución

México D.F.06030

Tel: (011)(52)5705-0570; 5703-1910, 5535-0535; Fax:(011)(52)5535-7102

Contact: Lic. Fernando Aramburu Santa Cruz

One of the leading trade associations which represent domestic manufacturers of balanced feed.

Asociación Nacional de Fabricantes de Alimentos para Consumo Animal

(National Association of Producers of Feed for Animal Consumption)

Bruselas 626

Col. Moderna

Guadalajara, Jal. 44190

México

Tel: (011)(52)812-0381, 811-1561; Fax: (011)(52)811-6349, 610-4792

Contact: Lic. Fernando Lozano Plasencia, Director General

One of the leading trade associations which represent domestic manufacturers of balanced feed.

American Chamber of Commerce-AMCHAM

Lucerna 78 – 4

México 06600

Tel: (011)(52)5724-3800; Fax: (011)(52)5703-2911

Contact: Christine Hawkins, International Trade and Investment Consulting, Director

A non-profit organization which assists US companies in their business activities in Mexico.

Cámara Nacional de la Industria de la Transformación-CANACINTRA

Sección de Fabricantes de Alimentos Balanceados para Animales

(National Chamber of Manufacturing Industries-Balanced Feed for Animals Section)

Watteau 70

México D.F. 03700

México

Tel: (011)(52) 5563-4600; 5563-4682; Fax: (011)(52) 5563-4881

e-mailucisal@infoabc.com

Contact: Lic. José Luis Mungia Jiménez, Presidente

This is the camber section of balanced feed producers that represents the various trade associations.

Asociación Mexicana de Médicos Veterinarios Especialistas en Pequeñas Especies, A.C.

(Mexican Association of Medical Veterinarians Specialized in Small Species)

Atlixco 42-1

México 06700

México

Tels: (011)(52) 5553-1188, 5286-1802

Contact: Dr. Miriam Mendoza

Retail Sector

Organization	Section	Address	Telephone/fax Internet
Nueva Walmart de Mexico, S.A. de C.V.	Purchasing	Av. Universidad # 936 A Col. Santa Cruz Atoyac Delegación Benito Juárez Director Compras Abarrotes CP 03310 México D. F.	Tel: (011)(525)327-9311 Fax. (011)(525)420 02 09 Aurrera.com ó Walmart.com
Gigante, S.A.de C.V.	Purchasing	Av. Ejercito Nacional 769-A Nueva Granada 11520 Mexico D.F.	Tel: (011)(525)255-9998 Fax. (011)(525) 269-8381
Operadora de Comercial Mexicana	Purchasing	Av. Adolfo López Mateos #201-4o. Piso Col.Santa Cruz Acatlán 53140 Naucalpan, Edo.Mex.	Tel: (011)(525) 5371 7446 Fax. (011)(525) 5371 7495 Http://www.comercialmexicana.com.mex
Seven-Eleven Mexico, S.A. de C.V.	Lic. Francisco Mendoza, Purchasing Director	Av. Munich 195-B Col. Cuauhtemoc 66450 San. Nicolas de los Garza, Monterrey, N.L.; Mexico	Tel: (011)(528) 158 0711 372 1572 Fax: (011)(528) 376-2171
Cadena Comercial OXXO, S.A.de C.V.	Sergio Estrada, Purchasing Director	Edison 1253 Norte. Col. Talleres 64480 Monterrey, N.L.; Mexico	Tel: (011)(528)389-2121 Fax: (011)(528)333-7030
CUMEXTRA, S.A. de C.V.	Lic. Antón Martínez	Cuitláhuac #116 Col. Lorenzo Boturini 15820, México, D.F.	Tel: (011)(525) 768 5050 Fax: (011)(525) 764 4103
Tiendas Chedraui, S.A. de C.V.	Sr. Primo Alavarez, Purchasing Director	Priv. Antonio Chedraui Caram S/N Encinal 91180 Xalapa, Veracruz; Mexico	Tel: (011)(528)14-4700 Fax: (011)(528)14-4806

Organización Soriana, S.A. de C.V.	Sr. Mario Garcia	Alejandro de Rodas 3102- A Cumbres Sector 8 64610 Monterrey, N.L. ; Mexico	Tel: (011)(528)329-9000 Fax: (011)(528)329-9301 Jcortezasoriana.com.mex
Casa Ley, S.A. de C.V.	Alvaro Ley, Director	Carr. Int. Nte. Deportiva Km. 1434 Humaya 80020 Culiacan, Sinaloa; Mexico	Tel: (011)(567)59-1000 Fax: (011)(567)50-5052
Carrefour-Grandes Superficies de Mexico, S.A. de C.V.	Sr. Xavier Lannes	Av. Pte. Mazarik 216-2 Col. Polanco Mexico D.F. 11579 Mexico	Tel: (011)(525)283-2900 Fax:(011)(525)283-2926 Martfdeza@hotmail.com
Asociacion Nacional de Tiendas de Autoservicio y Departamentales- ANTAD (National Association of Retail and Department Stores)	Efren Casas	Horacio 1855-6 Col. Polanco Mexico D.F. 11560 Mexico	Tel: (011)(525)580-1772 (525) 580-0641 Fax (011)(525)395-2610 www.antad.org.mex